CONTRACT



KSTU 5020 W. Amelia Earhart Dr. Salt Lake City, UT 84116 (801)532-1300

And:

Media Strategies & Research 1580 Lincoln St Suite 510 Denver, CO 80203

	Contract / Ro 574793	evision /	Alt Orde	r#
Product	·			
Contract Dates	Estimate #			
09/17/12 - 09/23/12	11953			
Advertiser			Original Date	e / Revision
Matheson/D/Congress			09/13/12	/ 09/14/12
	Billing Cycle	Billing	Calendar	Cash/Trade

Billing Calendar Broadcast	<u>Cash/Trade</u> Cash
Account Executive	Sales Office
Kent Carbon	Salt Lake City
ling	
	ହ
Advertiser Code	Product Code
Advertiser	Ref
	Broadcast Account Executive Kent Carbon ling

*line Ob Ote+Detail III I D I D		Spots/	<u>Totals</u>			
*Line Ch Start Date End Date Description		Days Length Week Rate	Type Spots	Amount		
N 1 13 09/17/12 09/23/12 M-F 530a-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 11111 5	530a-6a <u>Rate</u> \$250.00	:30	NM 5	\$1,250.00		
N 2 13 09/17/12 09/23/12 M-F 6a-7a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 11111 5	6a-7a <u>Rate</u> \$375.00	:30	NM 5	\$1,875.00		
N 3 13 09/17/12 09/23/12 M-F 7a-8a <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/17/12 09/23/12 111111 5	7a-8a <u>Rate</u> \$375.00	:30	NM 5	\$1,875.00		
	5 4 5 4	:30	NM 5	\$1,875.00		
N 5 13 09/17/12 09/23/12 Sa 7a-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1	7a-9a <u>Rate</u> \$325.00	:30	NM 1	\$325.00		
N 6 13 09/17/12 09/23/12 Su 7a-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	7a-9a	:30	NM 1	\$325.00		
N 7 13 09/17/12 09/23/12 M-F 3p-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1111 4	3p-4p <u>Rate</u> \$200.00	:30	NM 4	\$800.00		
N 8 13 09/17/12 09/23/12 M-F 530p-6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	530p-6p <u>Rate</u> \$500.00	:30	NM 1	\$500.00		
N 9 13 09/17/12 09/23/12 M-F 9p-1005p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1-1-1 3	<u>Rate</u> \$1,500.00	:30	NM 3	\$4,500.00		
N 10 13 09/17/12 09/23/12 Sa 9p-1005p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12S- 2	<u>Rate</u> \$800.00	:30	NM 2	\$1,600.00		
N 11 13 09/17/12 09/23/12 Su 9p-1005p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Rate	:30	NM 1	\$1,500.00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Buy Detail Salt Lake City,TV

Est ID:

11953

Client:

Matheson for Congress 2012

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

KSTU-TV

		····		Mon	Tue	Wed	Thu	Fri	Sat	Sun		
		Days	;	Sep								
Program Name	DF	Length	Rate	17	18	19	20	21	22	23		Total
KSTU 5:30a News	ΕN	/I М-F	\$250.00	1	1	1	1	1			· · · · · · · · · · · · · · · · · · ·	
5:30 AM - 6:00 AM		30	\$1,250.00				•					5
Sold out at LUR per	KSTL	J. Move to	L1 to clear.									
KSTU 6a News	ΕN			1	1	1	1	1				_
6:00 AM - 7:00 AM		30	\$1,875.00				,	,				5
Soid out at LUR per	KSTU	. Move to										
Sunday 7a News	EM									1		4
7:00 AM - 9:00 AM		30	\$325.00							•		1
Sold out at LUR per	KSTU	. Move to										
KSTU 7a News	EM		\$375.00	1	1	1	1	1				-
7:00 AM - 8:00 AM		30	\$1,875.00		•	·	•					5
Sold out at LUR per	KSTU.	Move to I		~								
Saturday 7a News	EM		\$325.00						1			_
7:00 AM - 9:00 AM		30	\$325.00						•			1
Sold out at LUR per	KSTU.	Move to L										
KSTU 8a News	EM	M-F	\$375.00	1	1	1	1	1				_
8:00 AM - 9:00 AM		30	\$1,875.00		•	•	•	,				5
Sold out at LUR per l	KSTU.											
Judge Judy	EF	M-F	\$200.00	1	1	1	1					
3:00 PM - 4:00 PM		30	\$800.00		·	·	·					4
KSTU 5:30p News	EN	M-F	\$500.00					1				
5:30 PM - 6:00 PM		30	\$500.00					•				1
Sold out at LUR per k	STU.											
KSTU 9p News	LN	M-F	\$1,500.00	1		1		1				_
9:00 PM - 10:00 PM		30	\$4,500.00	·		•		'n				3
Sold out at LUR per K	STU.											
Saturday 9p News	LN	Sa	\$800.00						1			
9:00 PM - 10:00 PM		30	\$800.00						ı			1
Sold out at LUR per K	STU.											
Sunday 9p News	LN	Su	\$1,500.00							1		
9:00 PM - 10:00 PM		30	\$1,500.00							1		1
Sold out at LUR per K	STU.											
tation Totals			15,625.00	6	5	6	5	6	2	2		
tation Net			13,281.25	•	J	J	J	U	4	4		32
		Ψ	,201,20									

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